



Christmas Opening

Gifts Sure to Please...

A large part of the annual holiday worry could be eliminated if the right gifts and right people could get together. That is what we have set out to do this year—bring gift buyers and the goods they want together. The list given herewith will, no doubt, suggest many suitable gifts. Make a list of all such items so that when you come to the store to see the goods you will not have to waste time looking at things that you may not be interested in. We have the cream of the world's best gifts—scores of things for every age and condition. You will find it a genuine satisfaction to buy all of your holiday gifts here. We hope that you can find time to come soon and often. Our magnificent assortment and low prices will make this an easy and economical holiday time for all.

Southern & Spalding,

Pharmacy.

Monroe City, Missouri.

First Door South of Post Office.

Telephone No. 46

Books

Books are equally desirable for young and old. Large as our stock was last year, it is almost doubled this season. The variety is greater and the stock throughout is larger. It includes all the latest and most popular copyrights, together with standard fiction, poetry, etc. You can find anything you want, and can be suited, no matter what price you wish to pay.

Pipes

Ten to one your friend smokes. A pipe will be appreciated if you get one of the many we show. We also have a number of Smoking Sets.

Oxford Bibles

The best gifts of all in many instances. The cheapest ones are extra good, with lamp covers, maps, tables, etc. Most of our Bibles are the latest Self-Pronouncing Oxfords.

Postal Albums

A modern gift. We have a large stock, including about all sizes made. Have them bound in cloth and leather of different colors.

Stationery

Fine box papers are always in demand for gifts, especially among the people at home. Have the finest papers ever shown in the city, and our prices are right on them.

Toilet Articles

A magnificent line of Toilet Articles and Novelties in Ebony, Sterling Silver, etc. Gifts in this line for everybody. Military Brushes for the men. Brushes of every kind for the ladies. Toilet Sets, Manicure Sets, Hand Mirrors and Novelties.

Leather Goods

Extensive line here of exceptionally fine quality goods—Pocket Books, Purses, Card Cases, Bill Books, Auto Bags, Wrist Bags, Traveling Cases and many beautiful Novelties.

Ladies' Bags

The prevailing mode in leather goods. Our line is an assortment of the finest.

Choice Candies

You will want confectionery and it is fitting that you have something extra good. We have Chocolates and Bon Bons in packages of all sizes and plenty of cheaper, but equally pure, candies for those who wish them.

Those who want fine gift boxes of confectionery had better get them at once to make sure of securing just what it required.

Perfumes

You will want perfumes, of course, and if you desire splendid assortment to pick from, high quality and close prices, we shall expect to supply you. Fancy bottles, 15c to \$1.50. An especially fine line of standard odors in handsome bottles at from 25c to 50c. Original half pound bottles of standard high-grade extracts for those who wish to make a superb perfume gift.

Dolls

We have a double stock of dolls this year; so many that we are finding it difficult to show all of them. It will be folly to think of buying a doll until you see these.

Pocket Books

Large lines of the latest for men and women; especially large assortment of fine gift pocket books for ladies. A sensible, serviceable present. 25c to \$2.50.

Fountain Pens

A fountain pen is the busy man's or woman's companion. It is a perpetual convenience if it is a good one, and a constant annoyance if it isn't. We guarantee those we sell to be first-class. Prices differ a little, probably more than the quality of the pens. We carry Waterman's celebrated.

Games

Instructive and amusing games are part of the equipment every modern home. Some new things you ought to be interested in. Games from 5c to \$2.50. Most of them under \$1.

Fancy Goods

We have some beautiful toilet and dressing cases in silver. Magnificent gifts for the gentler sex. Prices range from 95c to \$5—used to cost at least double.

Smokers' Sets

You make sure of cigars he will like by getting them here. In boxes of 25 cigars, 5c cigars for 90c to \$1.25. Ten cent cigars, \$2 to \$2.50. Large boxes at close prices. Also smokers' sets, cigar cases, pipes and everything else in smokers' goods.

Stationery

You'll make no mistake if you select fine stationery as a gift for a lady. If you get it here you are sure to please her as our papers are in the latest tints and shapes. We have an immense showing of beautiful box goods put up especially for the holiday trade see our special Bargains.

Subscriptions to Periodicals

A year's subscription to a first-class paper or magazine makes a splendid gift. We can take your order for any periodical published and in many cases can supply them for less than the publisher's price. Such orders should be handed in at once in order to secure the January numbers as soon as they are out.

Do This and Make Choosing Easy

You will find that it will be a great help if you make a list of those for whom you wish to buy presents and then check through this list, making a note after the names of items that seem suitable. Then bring the list in and see the goods. It will save you considerable time and worry. Please come soon.

The Spirit of Christmas.



There is hardly a festival in the calendar which has such a hold on the hearts of old and young alike as Christmas Day. The ring of the car bells and the voices upon the streets seem to take on a more cheery tone, and the spirit of the time seems to throw a glamour over places and things which ordinarily are devoid of all beauty.

As it is with places, so it is with people. They, too, not only seem to change, but the transformation does take place in millions of hearts to a greater or less degree. The spirit of Christmas even affects people who for the rest of the year are devoid of sentiment and of feeling for their fellows. The most interesting stories of Christmastide are those which will never appear in print—true stories of men and women whose thoughts have been only of their own selfish aims and pleasures, but have been awakened, if only for a day or two, from their usual self-complacency, moved by some force of which they are only half-conscious to do some act of kindness to make the day happier for someone less fortunate than themselves in a worldly way.—The Christian Herald.

The Christmas Spirit.

But don't you see that there is a Santa Claus! He isn't a man in a fur coat, and a reindeer sleigh and all that, but he is the Spirit of Christmas, isn't he? They've personified that and made a saint of him and invented legends about him—for the children, but when we're no longer children and don't believe in him, we still have that Christmas spirit—and it's that that gives presents and makes us feel toward one another, and makes Christmas what it is.—Harvey J. O'Higgins.

Christmas Customs.



It is interesting to trace the origin of festival customs to those connected with Druidical superstitions of classic observances, and it will surprise many to learn that present-day sports very closely resemble the celebrations observed of old in honor of Saturn or Bacchus.

The Roman Saturnalia, which occurred in the winter solstice, were a season of great festivity and rejoicing, honored by many privileges and exemptions. The spirit of gaiety had free charter, and even quarrels were suspended, to be resumed after the holidays.

As a manifestation of the gratitude felt at the renewed prospects of the returning march of the sun, gifts were exchanged and special hymns were sung. These latter were really the Roman representatives of the modern carol.

At the Saturnalia the Roman feasted, sang and danced, as we do at Christmas. A ruler or king was appointed, who enjoyed certain prerogatives. He presided over the sports of the season. Probably he is the ancestor of the lord of misrule, who exercised a similar power in more recent times.

Merriment was a matter of general concern, and the joyous spirit of entire districts is now narrowed to family parties.

It is the touch that makes the whole world kin, and it is a pleasant reminder that, after all, history repeats itself.

Sound Carried Under Water. The sound of a bell carries better under water than through the air.

CHRISTMAS IS A PROPHECY

It Forecasts the Perfect Social Conditions Which Will Fulfill the Promises of Christ.

Christmas is not only a fact commemorating the one sacred festival in the world's calendar, but the glorious prophecy of a coming day, surpassing all the brightest social dreams that have ever visited the most advanced human mind. He sprang, on His human nature side, from kings and peasants, from saints and sinners. He is yet to lift every peasant to the kindest throne of character and transform the chief of sinners into the holiest of saints. He allied Himself with poverty and the common people. He is yet to banish poverty with all its ills, from the world, and to give to common humanity their rightful sovereignty. He worked with His hands for His daily bread. He is yet to dignify and glorify in the thought of mankind all honest toil. He honored woman with His sympathetic and appreciative regard. He is yet to relieve her from every form of serfdom created by the past ages. He took little children in His arms and blessed them. He is yet to make blessed the child life in every welcoming home. He gave His peace to His distracted disciples. He is yet to make wars cease unto the end of the earth. He united His brethren with Himself and His Father in one unbroken oneness. He is yet to make every man a brother to his fellow-man and at one with his Father in Heaven.

English Mint's Large Profit. Every shilling turned out by the English mint shows a profit of nearly three pence.

Not Fattening. Jealousy is poor food for love.

Thoughtful Girl.

"Can you take a little care of that card of mine?" implored the impecunious girl to the office boy who was rapidly rolling it into a wad, "and bring it back to me so I can send it in somewhere else? Cards cost me a cent apiece."

Flow of Rivers.

A river is sluggish when it flows at the rate of about one mile an hour; ordinarily swift two miles an hour; very rapid, five miles an hour; a torrent, six miles an hour.

New York Far Surpasses Rome.

Persons are likely to think of Rome under Augustus as being a great city, but it was only one-fourth of the size of the present New York city and its wealth was not one-twentieth as great.

Why He Remained at Home.

"So you don't care for society?" "I shouldn't say that," answered Mr. Cumrox. "I haven't any objection to society. But I don't like chicken salad and ice cream."

Future for West Africa.

West Africa will become the greatest maize growing country of the world (three crops a year), says Sir Alfred Jones, president of the Liverpool chamber of commerce.

Accidental Deaths in City.

There is an average of nearly two persons killed each day in New York city by falling from windows, down steps, into excavations or in some such manner.

Pie and Poetry.

"I don't understand," remarked the man on the car this morning, "why more poetry is not written on the subject of cherry pie."

Spend Much on Armament.

At the present moment the countries of Europe are spending on their armies and navies as much as \$4,000,000 a day.

Hogghish.

Your thoughts concerning the end seat her are definite enough, but what do you suppose he thinks of you while you are marching over his feet?—Indianapolis News.

See Value of Publicity.

Various means of securing publicity are being employed to a greater and greater extent in New York by the preachers who wish to secure larger audiences.

Nothing in a Name.

Mrs. Newed—"John, dear, that grocer at the corner swindled me." Newed—"How was that?" Mrs. Newed—"I bought some bacon of him this morning, and it wouldn't bake at all."

As Distinguished from White Man's.

Uncle Tom, the village plasterer, was making some repairs on his henhouse. "Dis," he haw-hawed, "is de cullud man's bird den."

The "Sense of Duty."

A husband admires his wife from a sense of duty; it is this sense of duty which plays hob so often with a good many things in matrimony.

Extent of Earth's Surface.

The surface of the earth is said to be 196,971,984 square miles.

Imitate American Designs.

Germany is freely imitating American patterns in the manufacture of farm implements and machinery, though American harvesters still predominate.